

ORDER



Orders	Order / Rev:	104472
	Alt Order #:	06833667
	Product Desc:	HOUSE MAJORITY PAC
	Estimate:	1428
	Flight Dates:	09/21/12 - 10/01/12
	Original Date / Rev:	07/19/12 / 10/02/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	Waterfront Strategies
	Buying Contact:	
	Billing Contact:	
	1010 Wisconsin Ave. NW	
	Washington, DC 20007	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	House Majority PAC - Revised
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN
	New Business Thru:	
	Order Separation:	00:05:00
	Advertiser External ID:	
	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	86	\$52,525.00	\$44,646.25	September 2012	86	\$52,525.00	\$44,646.25	0.00
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75	October 2012	12	\$10,375.00	\$8,818.75	0.00
					Totals	98	\$62,900.00	\$53,465.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Amy McCreary				Start Of Order - End Of Order	100%
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Order Share	Share	Total
KSNV	31%	\$62,900.00
Market	100%	\$202,903.23

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$52,754.84
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,464.52
KTUD	1%	\$2,029.03
KVU	18%	\$36,522.58
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$16,232.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagners	430a-5a		MTWT--S	:30	1	\$200.00	1	0.00	NM	2	\$400.00

Comments apply to sub lines A thru B
Wake Up Early w/The Wagners CNX 1X

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KS NV

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KSJV

COMMENTS APPLY TO SUB LINES A THRU B

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KSJV

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	KSNV	09/22/12	09/22/12	News 3 Live in Prime	CM	7-10pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00
News 3 in Prime															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S- 1 \$675.00 0.00															
N32	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00
ROS (9:00 PM-10:00 PM)															
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S- 1 \$525.00 0.00															
N33	KSNV	09/25/12	09/28/12	Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$375.001	0.00	NM		1	\$375.00
Rachael Ray															
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -TWTF-- 1 \$375.00 0.00															
N38	KSNV	09/21/12	09/24/12	Today-AN	CM	205a-304a	M---F--	:30	1	\$100.003	0.00	NM		1	\$100.00
Today-AN															
TODAY NIGHT ADDED SPOT.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$100.00 0.00															
N40	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagner	CM	5-6a	M---F--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS CHANGE IN FLIGHT DATE- -ORDER NOW STARTS 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 4 \$400.00 0.00															
N41	KSNV	09/21/12	09/24/12	Today Show	CM	658a-9am	M---F--	:30	3	\$900.001	0.00	NM		3	\$2,700.00
Today Show															
TODAY SHOW CHANGE IN FLIGHT DATES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 3 \$900.00 0.00															
N42	KSNV	09/21/12	09/24/12	M-F Today Show III 4th	CM	10am-11am	M---F--	:30	3	\$325.001	0.00	NM		3	\$975.00
M-F Today Show III 4th Hour															
TODAY SHOW III CHANGE IN FLIGHT DATE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 3 \$325.00 0.00															
N43	KSNV	09/21/12	09/24/12	Rachael Ray	CM	11am-12pm	M---F--	:30	3	\$325.001	0.00	NM		3	\$975.00
Rachael Ray															
RACHEL RAY FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 3 \$325.00 0.00															
N44	KSNV	09/21/12	09/24/12	Noon News	CM	12-1230pm	M---F--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
Noon News															
NEWS 3 AT NOON FLIGHT CHANGE TO START 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 3 \$425.00 0.00															
N45	KSNV	09/21/12	09/24/12	The Agenda 1230pm	CM	1230-1p	M---F--	:30	2	\$325.001	0.00	NM		2	\$650.00
The Agenda 1230pm															
NEWS 4: THE AGENDA FLIGHT DATE CHANGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 2 \$325.00 0.00															
N46	KSNV	09/21/12	09/24/12	Days of our Lives	CM	1258p-2pm	M---F--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
Days of our Lives															
DAYS OF OUR LIVES FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 3 \$425.00 0.00															
N47	KSNV	09/21/12	09/24/12	The Doctors	CM	2pm-3pm	M---F--	:30	2	\$325.001	0.00	NM		2	\$650.00
The Doctors															
THE DOCTORS FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 2 \$325.00 0.00															
N48	KSNV	09/21/12	09/24/12		CM	3-4p	M---F--	:30	2	\$450.001	0.00	NM		2	\$900.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Dr. Phil															
Dr Phil															
DR. PHIL FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		2				\$450.00		0.00			
N49	KSNV	09/21/12	09/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm				M---F--		:30	3	\$725.001	0.00 NM
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS 4 AT 430P FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		3				\$725.00		0.00			
N50	KSNV	09/21/12	09/24/12	M-F Early News	CM	5-630p				M---F--		:30	3	\$1,200.001	0.00 NM
M-F Early News															
EARLY NEWS FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		3				\$1,200.00		0.00			
N51	KSNV	09/21/12	09/24/12	M-F Jeopardy	CM	630-7pm				M---F--		:30	3	\$1,000.001	0.00 NM
M-F Jeopardy															
JEOPARDY FLIGHT CHANGE TO 9/21 START..															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		3				\$1,000.00		0.00			
N52	KSNV	09/21/12	09/24/12	M-F Wheel	CM	7-730pm				M---F--		:30	2	\$1,000.001	0.00 NM
M-F Wheel of Fortune															
WHEEL OF FORTUNE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		2				\$1,000.00		0.00			
N53	KSNV	09/21/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm				M---F--		:30	1	\$1,200.001	0.00 NM
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--		1				\$1,200.00		0.00			
N54	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagner	CM	430a-5a				-----S		:30	1	\$200.001	0.00 NM
Wake Up Early Wagner															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$200.00		0.00			

Totals

98

\$62,900.00